

**IN THE CLAIMS:**

1. (currently amended) A method for determining whether to  
recommend~~generating a recommendation of~~ a program, said method comprising:  
receiving a first program record ~~corresponding to~~representing a first  
program, wherein the first program record includes at least one key field;  
retrieving a plurality of program records from a database, wherein  
at least one of the program records includes at least one key field;  
converting each key field of the first program record into a feature  
value;  
~~determining~~identifying a second program record of the plurality of  
program records that qualifies as a nearest neighbor of the first program  
record using the feature value, the key fields of the plurality of program  
records and a distance measurement method; and  
~~determining~~generating a recommendation of the first program  
based on the identified second program record, whether to recommend  
said first program.

2. (currently amended) A method for determining whether to  
recommend~~generating a recommendation of~~ a program, said method comprising:  
receiving a first program record corresponding to a first program,  
wherein the first program record includes at least one key field;  
retrieving a plurality of program records from a database wherein  
each program record includes at least one key field;  
converting each key field of the first program record into a feature  
value;  
determining a N number of program records of the plurality of  
program records that qualify as the nearest neighbors of the first program record

using the feature values, the key fields of the plurality of program records, and a distance measurement method; and

~~determining, generating a recommendation of the first program~~  
based on the N number of program records, whether to recommend said first  
program.

3. (currently amended) A method for determining whether to  
~~recommend~~~~generating a recommendation of a program~~, said method comprising:

receiving a first program record corresponding to a first program,  
wherein the first program record includes at least one key field;

retrieving a plurality of program records from a database wherein  
each program record includes at least one key field;

converting each key field of the first program record into a feature  
value;

determining a cluster of program records of the plurality of program  
records that qualifies as a nearest neighbor of the first program record using the  
feature values, the key fields of the plurality of program records, and a distance  
measurement method; and

~~determining, generating a recommendation of the first program~~  
based on the cluster of program records, whether to recommend said first  
program.

4. - 8 (canceled)

9. (currently amended) A computer system for determining  
~~whether to recommend~~~~generating a recommendation of a program~~, said  
computer comprising:

a database storing a plurality of program records, wherein each  
program record includes at least one key field; and

a module operable to determine a first program record of the  
plurality of program records that qualifies as a nearest neighbor, using a distance

measurement method, of a second program record in response to a reception of the second program record by said computer system using the key fields of the program records, said module further operable to determine, generate a recommendation of the program based on the first program record, whether to recommend a program represented by said second program record.

10. (currently amended) A computer system for determining whether to recommend~~generating a recommendation of a program~~, said computer comprising:

a database storing a plurality of program records, wherein each program record includes at least one key field; and

a module operable to determine a N number of program records of the plurality of program records that qualify as the nearest neighbors, using a distance measurement method, of a first program record in response to a reception of the first program record by said computer system using the key fields of the program records, said module further operable to determine, generate a recommendation of a program corresponding to the first program record based on the N number of program records, whether to recommend said first program record.

11. (currently amended) A computer system for determining whether to recommend~~generating a recommendation of a program~~, said computer comprising:

a database storing a plurality of program records, wherein each program record includes at least one key field; and

a module operable to determine a cluster of program records of the plurality of program records that qualifies as a nearest neighbor, using a distance measurement method, of a first program record in response to a reception of the first program record by said computer system using the key fields of the program records, said module further operable to determine, generate a recommendation

~~of a program corresponding to the first program record based on the cluster of program records, whether to recommend said first program record.~~

12 – 16 (canceled)

17. (currently amended) A computer program product in a computer readable medium for determining whether to recommend~~generating a recommendation of a program~~, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value, the key fields of the plurality of program records and a distance measurement method; and

computer readable code for determining~~generating a recommendation of the first program~~ based on the second program record, whether to recommend said first program.

18. (currently amended) A computer program product in a computer readable medium for determining whether to recommend~~generating a recommendation of a program~~, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a N number of program records of the plurality of program records that qualify as the nearest neighbors, using a distance measurement method, of the first program record using the feature value and the key fields of the plurality of program records; and

computer readable code for determining, generating a recommendation of the first program based on the N number of program records, whether to recommend said first program.

19. (currently amended) A computer program product in a computer readable medium for determining whether to recommend~~generating a recommendation of~~ a program, said computer program product comprising:

computer readable code for receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

computer readable code for retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

computer readable code for converting each key field of the first program record into a feature value;

computer readable code for determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor, using a distance measurement method, of the first program record using the feature value and the key fields of the plurality of program records; and

computer readable code for determining, generating a  
recommendation of the first program based on the cluster of program records,  
whether to recommend said first program.

20. (New) The method of claim 1, wherein the determining whether to recommend comprises comparing a number of positive counts for said identified second program record to a number of negative counts for said identified second program record.

21. (New) The method of claim 1, wherein the determining whether to recommend makes a determination, said method further comprising generating a recommendation of said first program if said determination is to recommend.

22. (New) The method of claim 1, wherein the determining whether to recommend makes a determination, said method further comprising recommending said first program if said determination is to recommend.